



WEWS

# ORDER

Flight Dates **10/24/12-10/30/12**

Contract / Revision      **315542 /**      Product      **Romney For President 10.24-10.30.**

Original Date / Revision      10/22/12    10/23/12      Agency Com      15%

Advertiser **Romney / Republican / Presi**  
Billing Contact  
**138 Conant Street**  
**Beverly, MA 01915**

Agency    **American Rambler Producti**

Buying Contact  
**138 Conant Street**  
**Beverly, MA 01915**  
Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep      00:20:00  
Estimate #      **Order # 23 10.24-10.30**

Alt Order #  
Billing Type      Cash  
Order Type      GENERAL  
Billing Cycle      EOM/EOC  
Billing Calendar BROADCAST  
Demographic    A35+  
Rev Codes      POL      POL      CAND  
Product Codes PL  
Priority      P-2  
Advertiser Ref

Primary Account Executive  
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 395900

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	95	\$195,415.00	\$229,900.00	0.00	10/01/12	10/28/12	95	\$195,415.00	\$229,900.00
November 2012	51	\$141,100.00	\$166,000.00	0.00	10/29/12	10/30/12	51	\$141,100.00	\$166,000.00
<b>Totals</b>	<b>146</b>	<b>\$336,515.00</b>	<b>\$395,900.00</b>	<b>0.00</b>					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/24/12	10/30/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	6	\$950.00	P-1	0.00	NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----			0		\$0.00			0.00			
Week:		10/29/12	11/04/12	MT-----			4		\$950.00			0.00			
N 2	WEWS	10/24/12	10/30/12		CM	6-7a	MTWTF--	:30	6	\$650.00	P-2	0.00	NM	6	\$3,900.00



WEWS

Print Date: 10/23/12

Page 2 of 5

Contract / Revision 315542 Flight Dates 10/24/12-10/30/12

Hiatus Dates

Original Date / Revision 10/22/12/ 10/23/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Romney For President 10.2 Estimate # Order # 23 10.24-10.30

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
M-F GMC 6-7a														
M-F GMC 6-7a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTF--					6	\$650.00		0.00		
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00		
N 3	WEWS	10/24/12	10/30/12	M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	6	\$700.00	P-2	0.00 NM	10	\$7,000.00
M-F GMA 7-9a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTF--					6	\$700.00		0.00		
Week:		10/29/12	11/04/12	MT-----					4	\$700.00		0.00		
N 4	WEWS	10/24/12	10/30/12	M-F 9-10a	CM	9-10a	MTWTF--	:30	6	\$850.00	P-1	0.00 NM	10	\$8,500.00
M-F 9-10a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTF--					6	\$850.00		0.00		
Week:		10/29/12	11/04/12	MT-----					4	\$850.00		0.00		
N 5	WEWS	10/24/12	10/30/12	M-F 10-11a	CM	10-11a	MTWTF--	:30	6	\$650.00	P-2	0.00 NM	10	\$6,500.00
M-F 10-11a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTF--					6	\$650.00		0.00		
Week:		10/29/12	11/04/12	MT-----					4	\$650.00		0.00		
N 6	WEWS	10/24/12	10/30/12	M-F 11-12p	CM	11a-12p	MTWTF--	:30	6	\$1,600.00	P-1	0.00 NM	10	\$16,000.00
M-F 11-12p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTF--					6	\$1,600.00		0.00		
Week:		10/29/12	11/04/12	MT-----					4	\$1,600.00		0.00		
N 7	WEWS	10/24/12	10/30/12	M-F 12-1230pm News	CM	12-1p	MTWTF--	:30	6	\$1,200.00	P-1	0.00 NM	10	\$12,000.00
12-1230p News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTF--					6	\$1,200.00		0.00		
Week:		10/29/12	11/04/12	MT-----					4	\$1,200.00		0.00		
N 8	WEWS	10/24/12	10/30/12	M-F 2-3p	CM	2-3p	MTWTF--	:30	6	\$1,600.00	P-1	0.00 NM	10	\$16,000.00
2-3pm General Hospital														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTF--					6	\$1,600.00		0.00		
Week:		10/29/12	11/04/12	MT-----					4	\$1,600.00		0.00		
N 9	WEWS	10/24/12	10/30/12	M-F 5-6p News	CM	5-6p	MTWTF--	:30	6	\$1,200.00	P-2	0.00 NM	10	\$12,000.00
M-F 5-6p News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTF--					6	\$1,200.00		0.00		
Week:		10/29/12	11/04/12	MT-----					4	\$1,200.00		0.00		
N 10	WEWS	10/24/12	10/30/12	M-F 6-630p News	CM	6-630p	MTWTF--	:30	6	\$2,500.00	P-1	0.00 NM	10	\$25,000.00
M-F 6-630p News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTF--					6	\$2,500.00		0.00		
Week:		10/29/12	11/04/12	MT-----					4	\$2,500.00		0.00		
N 11	WEWS	10/24/12	10/30/12	M-SU 11-1135P Late News	CM	11-1135p	MTWTF--	:30	3	\$2,400.00	P-2	0.00 NM	7	\$16,800.00
M-SU 11-1135P Late News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTF--					4	\$2,400.00		0.00		
Week:		10/29/12	11/04/12	MT-----					3	\$2,400.00		0.00		
N 12	WEWS	10/24/12	10/30/12	M-F 1135p-1202a Nightline	CM	1135p-1207x	MTWTF--	:30	3	\$1,600.00	P-1	0.00 NM	5	\$8,000.00
M-F 1135p-1202a Nightline														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



**WEWS**

Print Date: 10/23/12

Page 3 of 5

Contract / Revision      **315542**      Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision    10/22/12/    10/23/12

Order Sep    00:20:00

Advertiser    **Romney / Republican / Pre**    Product **Romney For President 10.2**    Estimate #    **Order # 23 10.24-10.30**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 12	WEWS	10/24/12	10/30/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$1,600.00	P-1	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					3	\$1,600.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					2	\$1,600.00		0.00			
N 13	WEWS	10/24/12	10/30/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	6	\$650.00	P-2	0.00	NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					6	\$650.00		0.00			
		Week: 10/29/12	11/04/12	MT-----					4	\$650.00		0.00			
N 14	WEWS	10/24/12	10/30/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	2	\$18,000.00	P-2	0.00	NM	2	\$36,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	M-----					2	\$18,000.00		0.00			
N 15	WEWS	10/24/12	10/30/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	2	\$18,000.00	P-1	0.00	NM	2	\$36,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	M-----					2	\$18,000.00		0.00			
N 16	WEWS	10/24/12	10/30/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	2	\$18,000.00	P-2	0.00	NM	2	\$36,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	-T-----					2	\$18,000.00		0.00			
N 17	WEWS	10/24/12	10/30/12	Wednesday Prime A Wednesday Prime A	CM	8-9p	--W----	:30	2	\$6,000.00	P-2	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----					2	\$6,000.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N 18	WEWS	10/24/12	10/30/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---					1	\$18,000.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N 19	WEWS	10/24/12	10/30/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---					1	\$6,000.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N 20	WEWS	10/24/12	10/30/12	Friday Prime A Friday Prime A	CM	8-9p	----F--	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--					2	\$5,000.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N 21	WEWS	10/24/12	10/30/12	Friday Prime B Friday Prime B	CM	9-10p	----F--	:30	2	\$7,000.00	P-1	0.00	NM	2	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--					2	\$7,000.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N 22	WEWS	10/24/12	10/30/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00



**WEWS**

Print Date: 10/23/12

Page 4 of 5

Contract / Revision     **315542**     Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision   10/22/12/   10/23/12

Order Sep   00:20:00

Advertiser   **Romney / Republican / Pre**   Product **Romney For President 10.2**   Estimate #   **Order # 23 10.24-10.30**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N22	WEWS	10/24/12	10/30/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--					2	\$5,000.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N23	WEWS	10/24/12	10/30/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					2	\$550.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N24	WEWS	10/24/12	10/30/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					2	\$900.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N25	WEWS	10/24/12	10/30/12	NCAA Prime Game NCAA Prime Game	CM	8-1130p	-----S-	:30	3	\$5,500.00	P-2	0.00	NM	3	\$16,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					3	\$5,500.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N26	WEWS	10/24/12	10/30/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$1,000.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N27	WEWS	10/24/12	10/30/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$900.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N28	WEWS	10/24/12	10/30/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					2	\$2,500.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N29	WEWS	10/24/12	10/30/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$1,200.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N30	WEWS	10/24/12	10/30/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	2	\$6,000.00	P-2	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					2	\$6,000.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N31	WEWS	10/24/12	10/30/12	Sunday Prime B Sunday Prime B	CM	8-9p	-----S	:30	2	\$14,000.00	P-2	0.00	NM	2	\$28,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					2	\$14,000.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
N32	WEWS	10/24/12	10/30/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00



**WEWS**

Print Date: 10/23/12

Page 5 of 5

Contract / Revision     **315542**     Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision   10/22/12/   10/23/12

Order Sep   00:20:00

Advertiser   **Romney / Republican / Pre**   Product **Romney For President 10.2**   Estimate #   **Order # 23 10.24-10.30**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N32	WEWS	10/24/12	10/30/12	Sunday Prime C	CM	9-10p	-----S	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00	
				Sunday Prime C												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S	1		\$6,000.00		0.00							
Week:		10/29/12	11/04/12	-----	0		\$0.00		0.00							
N33	WEWS	10/24/12	10/30/12	M-SU 11-1135P Late New	CM	11-1135p	-----S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00	
				M-SU 11-1135P Late New												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S	1		\$2,400.00		0.00							
Week:		10/29/12	11/04/12	-----	0		\$0.00		0.00							
Totals														146	\$395,900.00	